

MASSUP

THE MOVING MASSACHUSETTS UPSTREAM INVESTMENT PROGRAM

ADDRESSING SOCIAL DETERMINANTS OF HEALTH BY INVESTING IN CROSS-SECTOR COMMUNITY PARTNERSHIPS

The Moving Massachusetts Upstream (MassUP) Investment Program is funding partnerships between health care provider organizations and community-based organizations (e.g., social service providers, community advocate organizations, civic organizations, and faith-based organizations) working together to address social, environmental, and economic challenges. This three-year investment program, funded by the Massachusetts Health Policy Commission (HPC) and the Massachusetts Department of Public Health (DPH), supports four partnerships in the Commonwealth that have formed to address a specific social determinant that affects the health of their communities. By bringing together organizations with different resources, strengths, and perspectives, the MassUP Investment Program hopes to build a strong foundation to produce meaningful, sustainable change in community health and address health inequities.

Each MassUP partnership has identified upstream approaches to addressing social determinants of health to fit the needs of their community. These upstream approaches can be understood using a socio-ecological model (See Figure 1), which is used to assess the impact of public health efforts at different levels of influence (e.g., individual, community, or public policy¹). To enable lasting systemic improvements, MassUP partnerships act across multiple levels of the model at the same time.² At the individual level, partnerships engage with community residents and prioritize developing their leadership skills so they can be active participants in partnership activities and in their community. At the community level, MassUP partnerships are building coalitions and engaging local businesses to create sustainable change.

The MassUP profiles highlight each MassUP partnership's goals, partners, communities, and approaches to addressing economic stability and mobility or food systems and security. The profiles also detail how each MassUP partnership is aiming to intervene at every level of the socio-ecological model.



FIGURE 1. Socio-Ecological Model

KEY TERMS

HEALTH EQUITY: The opportunity for everyone to attain their full health potential. In a condition of health equity, no one is disadvantaged from achieving this potential because of their social position (e.g., class, socioeconomic status) or socially assigned circumstance (e.g., race, gender, ethnicity, religion, sexual orientation, geography, etc.).

SOCIAL DETERMINANTS OF HEALTH: The circumstances in which people are born, grow, live, work, play, and age that influence access to resources and opportunities that promote health. Key areas of social determinants of health include health care access and quality, education access and quality, social and community context (e.g., community cohesion, civic participation, discrimination), economic stability, and neighborhood and built environment (e.g., quality of housing, access to transportation, availability of healthy foods, air and water quality, and neighborhood crime and violence).³

UPSTREAM: A category of interventions and strategies that address root causes of poor health and health inequities. Approaches are community- and population-centered and aim to disrupt structural barriers to transform the quality of life and health outcomes of a community.

MASSUP PARTNERSHIPS



ECONOMIC STABILITY AND MOBILITY

- Cross-City Coalition
- HEAL Winchendon



FOOD SYSTEMS AND SECURITY

- Hampshire County Food Policy Council
- MassUP Springfield

1 Centers for Disease Control and Prevention. The Social - Ecological Model: A Framework for Prevention. Oct. 22, 2021. Available at: <https://www.cdc.gov/violenceprevention/about/social-ecologicalmodel.html>

2 Bay Area Regional Health Inequities Initiative. The BARHII Framework: A Public Health Framework for Reducing Health Inequities. 2020. Available at: <https://www.barhii.org/barhii-framework>

3 Centers for Disease Control and Prevention. About Social Determinants of Health (SDOH). Mar. 10, 2021. Available at: <https://www.cdc.gov/socialdeterminants/about.html>

CROSS-CITY COALITION

HPC AWARD: \$649,498



Aligning workforce development efforts in Chelsea and Revere for work readiness and job training programs to increase full-time benefited employment for residents of both cities.

BACKGROUND AND OVERVIEW: The Cross-City Coalition, formed as a collaboration between the cities of Chelsea and Revere, Massachusetts General Hospital, and their community-based partners, is working to coordinate municipal workforce development efforts to increase access to and acquisition of full-time benefited jobs for residents in existing and emerging industries in the region.

Over the past several decades, lost manufacturing jobs that once sustained large refugee and immigrant populations in Chelsea and Revere have led to rising poverty and health inequities. The Cross-City Coalition is working with community members to develop a common understanding of what “good jobs” are, and to create and expand relevant job readiness (e.g., English as a Second Language and Adult Basic Education) and jobs skills training in the region. At the same time, the Cross-City Coalition is fostering relationships with local employers to encourage them to provide “good jobs” that offer benefits and advancement paths. The Coalition is prioritizing equity in business leadership by supporting new women- and/or minority-owned businesses and business models such as worker-owned cooperatives.

PARTNER ORGANIZATIONS:

- Massachusetts General Hospital*
 - The Neighborhood Developers
 - CONNECT
 - La Colaborativa
 - City of Revere
 - City of Chelsea
 - MassHire Metro North Workforce Board
 - Women Encouraging Empowerment
- *Holds award contract with the HPC

CONTACT: For more information on the Cross-City Coalition, please contact Cheryl Coss, Economic Stability Program Manager, Center for Community Health Initiatives MGH, at ccoss@partners.org

PARTNERSHIP STRATEGIES:



MASSUP INVESTMENT PROGRAM OVERVIEW

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HAMPSHIRE COUNTY FOOD POLICY COUNCIL

HPC AWARD: \$555,555



Cultivating a shared governance and a county-wide network that builds the power of community voice to make food policies more equitable, honor diverse cultures, and help local food economies to flourish.

BACKGROUND AND OVERVIEW: The Hampshire County Food Policy Council (HCFPC) is working to improve community food security in cities and towns throughout Hampshire County. One-third of Hampshire County residents live in food deserts—areas with limited access to affordable and nutritious food. People who live in the Hilltown communities have no grocery stores within a 20-minute drive and opportunities to eat healthy foods are inequitably distributed.

In response, the partnership has established the HCFPC to develop a strong foundation for equitable, community-driven food policy in the county. To realize their goal of community-driven policy, the HCFPC includes local residents and partner community organization representatives who play key roles in decision-making. The HCFPC will seek to amplify its impact by engaging in policy advocacy, fostering a network of local organizations active in food systems work, and funding specific endeavors that will support and sustain the local food system.

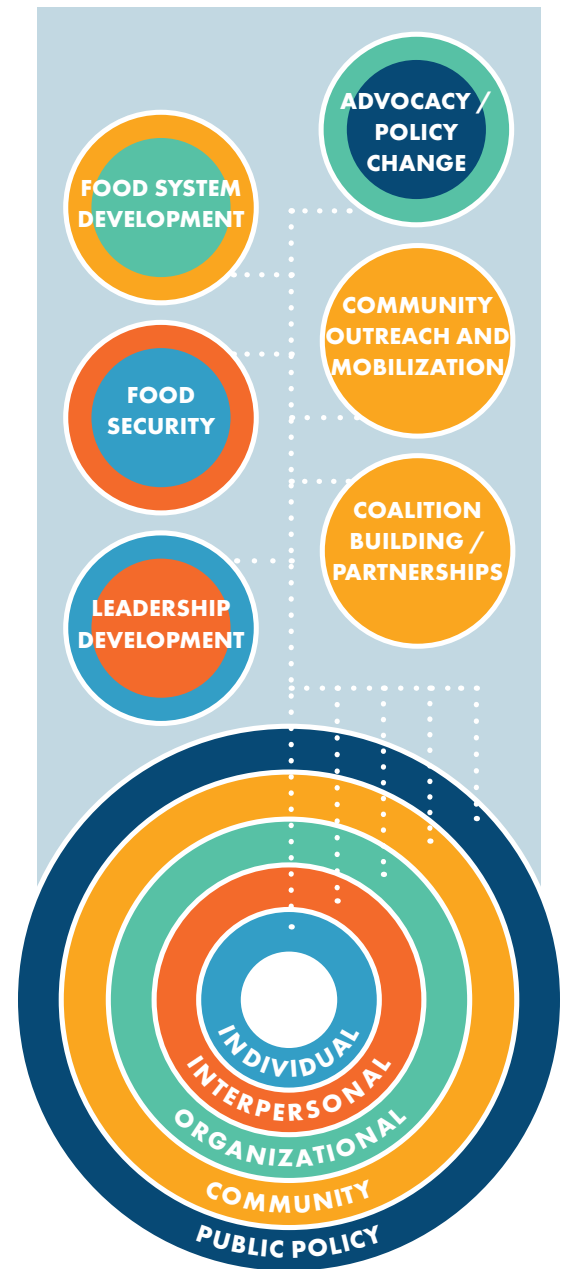
PARTNER ORGANIZATIONS:

- Cooley Dickinson Health Care*
- Collaborative for Educational Services
- Hilltown Community Health Center
- Hilltown Community Development

*Holds award contract with the HPC

CONTACT: For more information on the Hampshire County Food Policy Council, contact Caitlin Marquis, Project Manager, Healthy Hampshire, Collaborative for Educational Services, at cmarquis@collaborative.org or 413-588-5562.

PARTNERSHIP STRATEGIES:



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HEAL WINCHENDON-ECONOMIC EMPOWERMENT

HPC AWARD: \$649,546



Empowering the residents of Winchendon to promote economic stability, diversify community leadership, and create a robust local food system.

BACKGROUND AND OVERVIEW: HEAL Winchendon is coordinating efforts among residents and local institutions collaborating on a three-pronged strategy to give tangible meaning to the town motto, “Winchendon Working Together.”

Winchendon, a small, rural community in North Central Massachusetts, has felt the economic effects of a long-term decline in manufacturing. Many residents experience intergenerational poverty and low and/or unstable income, which has resulted in persistent health inequities. Additionally, the demographics of Winchendon are changing as a growing population of younger Hispanic and Asian families have moved to the area.

HEAL Winchendon is focused on three key areas: equitable access to the food system, economic empowerment, and community leadership. The partnership has identified opportunities to address inequities by increasing diversity in town governance and organizational leadership. To address more immediate community needs, HEAL Winchendon partners are implementing a coalition that will provide residents with financial training and access to banking tools, and implement a local food distribution model that can function successfully without the presence of a local grocery store.

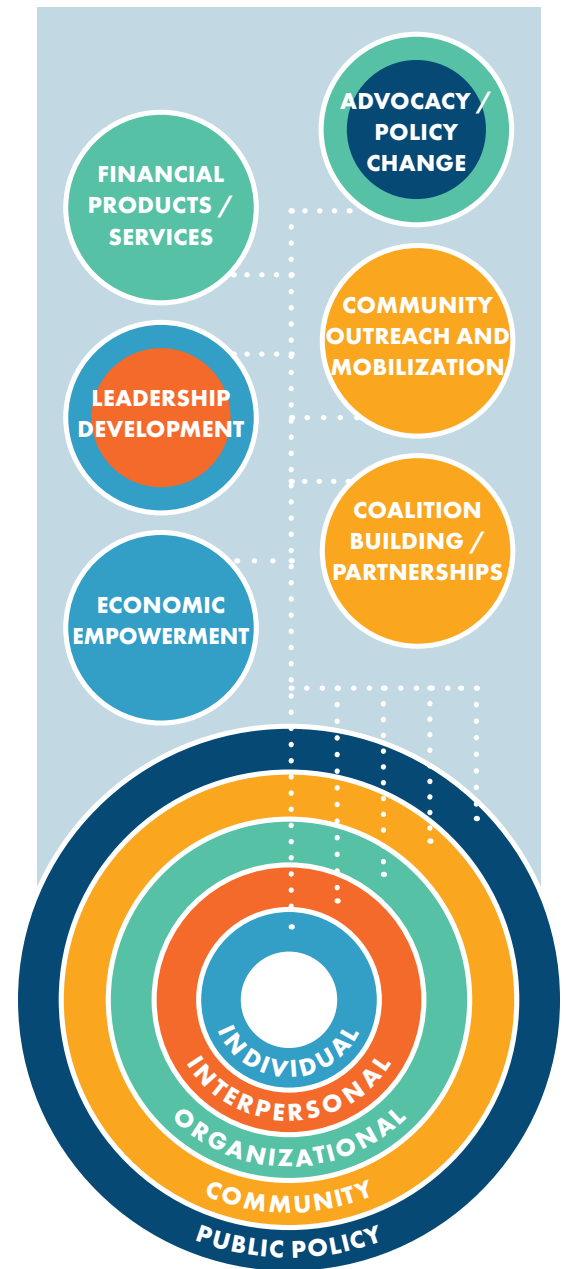
PARTNER ORGANIZATIONS:

- Heywood Hospital*
- Community Health Network for North Central Massachusetts
- Growing Places
- The Winchendon School
- Three Pyramids
- Town of Winchendon
- Winchendon Community Action Council
- Winchendon Public Schools

*Holds award contract with the HPC

CONTACT: For more information on HEAL Winchendon-Economic Empowerment please contact Miranda Jennings, Project Manager, HEAL Winchendon, at miranda.jennings@healwinchendon.org or go to <https://healwinchendon.org/>

PARTNERSHIP STRATEGIES:



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MASSUP SPRINGFIELD

HPC AWARD: \$650,000



Creating a more effective food system in Springfield to help residents lead healthier lives.

BACKGROUND AND OVERVIEW: The MassUP Springfield partnership seeks to build on strong relationships among local community organizations promoting coordinated, community-driven food policy. Springfield, the Commonwealth’s third largest city, is home to a large community of Black and Latinx residents, many of whom feel the direct effects of a lack of healthy, affordable food in their neighborhoods.

MassUP Springfield will work to secure greater access to healthy foods for Black and Latinx communities by working with food retailers to improve retail standards to serve more fresh produce, increasing the number of gardens and vegetable markets, and expanding community members’ knowledge of and access to food assistance programs. Through education, leadership opportunities on their MassUP Steering Committee, and engagement of neighborhood councils, MassUP Springfield is empowering citizens to advocate for food security to retailers and decision-makers. Throughout this work, MassUP Springfield is focused on a parallel goal of dismantling racism in the food system and is centering race in the group’s own agenda-setting and organizing principles.

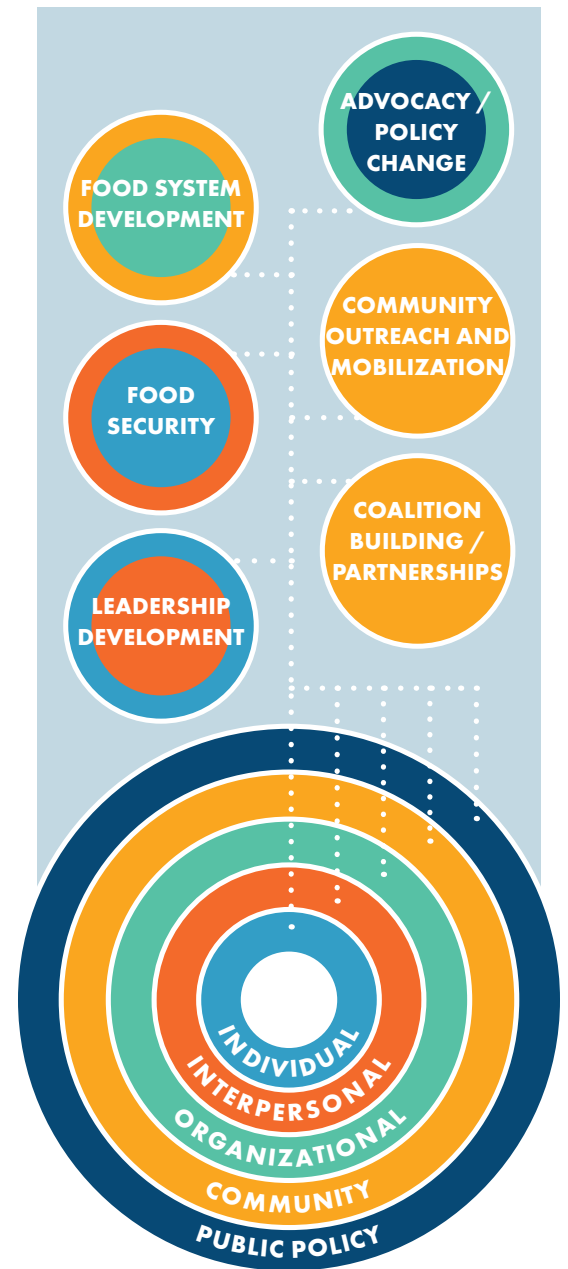
PARTNER ORGANIZATIONS:

- Mercy Medical Center*
- Springfield Food Policy Council
- Open Pantry Community Services
- Fertile Ground
- Gardening the Community
- Square One

*Holds award contract with the HPC

CONTACT: For more information on MassUP Springfield please contact Mary Stuart, Regional Director of Community Health and Well Being, at MStuart@trinityhealthofne.org

PARTNERSHIP STRATEGIES:



MASSUP INVESTMENT PROGRAM OVERVIEW

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